

# GETTING TO KNOW Glenfiddich®



Founded by William Grant in 1887, Glenfiddich remains one of the biggest Scotch brands on the planet and a perennial favorite among consumers. Here's what you need to know about the bad boys of Dufftown.

## 1 GOING STAG!

Why does Glenfiddich have a stag for its logo? Those of you fluent in Gaelic languages already know that the Glenfiddich name means "valley of the deer" in Scottish Gaelic, which is why the Glenfiddich logo is a stag.



## 2 THE STORY OF THE TRIANGLE

Glenfiddich is well-known for its unique packaging, consisting of triangular bottles and tubes, which the family began using in 1957. The triangle shape pays homage to the three elements of Glenfiddich: water, air, and malted barley.



## 3 SINGLE BEFORE IT WAS COOL TO BE SINGLE

Unlike other Scottish distilleries, the Grant family decided to promote Glenfiddich as a single malt way back in 1963, 15 years before their competitors realized the appeal of single malt scotch among modern consumers.



## 4 DREAMING OF A DRAM

Founder William Grant dreamed of creating his own scotch for 20 years before he, and his sons, finally built the distillery. The building was done by hand, with the help of one stone mason, and took an entire year to complete. The first drop of spirit fell from the copper stills on Christmas Day, 1887.

## 5 PROHIBITION BE DRAM-ED!

During Prohibition, William Grant's grandson, Charles Grant Gordon, joins the business and increases the distillery's production. When Prohibition ended, Glenfiddich was one of only six distilleries still operating in Scotland, with the increased levels of stock on hand to meet the new surge in (legal) demand.



## 6 DIY SCOTCH

Glenfiddich has its own onsite cooperage, in operation since 1959, as well as coppersmiths to create the distillery's unique copper stills.



## 7 A FAMILY THING

Glenfiddich is still managed by the Grant family, for five generations and counting, at the Glenfiddich Distillery in Dufftown, Moray.



## 8 POPULAR PRODUCT

Glenfiddich was the favorite whisky of Colin Dexter's beloved Inspector Morse character, and is also shared by Dr. McCoy and Captain Kirk in the most recent *Star Trek* film.

